

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

507 FIFTH AVENUE • NEW YORK • VANDERBILT 6-6075

November 5th, 1945

*Paul -  
What happened  
to this Mac*

Mr. Charles Neibel  
Princeton Broadcasting Service  
Station WPRU  
Lea Holden Hall  
Princeton, New Jersey

Dear Chuck:

IBSR has just completed a new presentation for advertisers and agencies. At the present time, this promotion is being distributed to important accounts throughout the country.

Since several of the stations have requested copies, I have ordered a sufficient quantity for distribution to each college station business manager. I hope that this material will be of help in the solicitation of your local accounts. You have permission to attach reprints of this survey to any local presentation which you make.

A copy is being sent under separate cover.

Sincerely yours,

*Louis*  
Louis M. Bloch, Jr.  
Manager

LMB:dl